

STAFF REPORT

To: Board of Directors
From: Cathleen Brennan, Water Resources Analyst
Agenda: May 9, 2017
Report Date: May 4, 2017
Subject: Public Outreach Overview

Background

In discussion at the February 14, 2017 Board of Directors meeting, the Board questioned whether the District is doing an adequate job of communicating positive accomplishments to our customers in a way that balances the occasional visibility of problems like main breaks. Directors suggested that staff consider a “web site positive media campaign” as an approach to educating customers. While we work to implement this idea, staff feels it would be beneficial to review current outreach efforts.

As part of the District’s core business practices it performs public outreach to meet the needs of customers and to comply with regulations. In 2011, the District hired Flint Strategies to develop a communications plan with strategies to improve outreach efforts. Based on that communications plan and other feedback, the District implemented the strategies identified in the table below.

Strategies Implemented	Tasks
Reorganize the District’s website to highlight key information.	<ul style="list-style-type: none">• Updated website to meet Grand Jury recommendations.• Made key information (payments and your water) more visible on website.• Updated images.
Engage customers via social media and electronic mail (newsletters).	<ul style="list-style-type: none">• Use Constant Contact to create and distribute newsletters to customers that opt in for our newsletter.• Created District Facebook page.• Created District Twitter account.• Created District LinkedIn account.
Establish a speaker program featuring the General Manager and other staff.	Upon request, offer speakers to provide presentation on the District’s operations. <ul style="list-style-type: none">• Rotary Club of Half Moon Bay• Coastside Democrats• American Association of University Women• Radio Station KHMB
Continue school education programs.	<ul style="list-style-type: none">• Participate in BAWSCA’s school assembly education programs.• Provide tours of Nunes WTP.
Make better use of local media to disseminate information.	General Manager routinely works with local newspaper to answer questions regarding District business.
Develop outreach efforts that focus on District infrastructure and staff.	Developed Fact Sheets for the District. Emphasize the messaging of safe, high quality and reliable water service. <ul style="list-style-type: none">• Budget Brochure (once)• CIP Project Fact Sheets• Plan Review Fact Sheet• General District Fact Sheet• Water Restriction Fact Sheets

Current Outreach Practices

There are numerous outreach methods available for staff to choose from when providing information to customers. Staff attempts to match the best method for the type of information being presented. When choosing the best method to use for outreach, staff must consider the audience, message, cost, time constraints, effectiveness, and regulatory constraints. The following is a list of outreach methods that are currently used or have been used by the District.

- 💧 Mailings
 - Direct Mailing by U.S. Postal Service
 - Every Door Direct Mail by U. S. Postal Service
 - Annual Consumer Confidence Report
 - Message on billing statements mailed to customers
 - Stuffer/Insert in billing statements mailed to customers
- 💧 Half Moon Bay Review
 - Newspaper Advertisements
 - Magazine Advertisements
 - Legal Notices
 - Press Releases
- 💧 Electronic Newsletter
- 💧 Website
- 💧 Social Media
 - Facebook
 - Twitter
- 💧 Bulletin Board | Banners
- 💧 Give-away items | Information Display in Lobby
- 💧 Events
 - Pumpkin Festival
 - Dream Machines
 - Water Day
- 💧 Grocery Cart Ads (special for drought outreach)
- 💧 Board Meetings
- 💧 Staff
 - Tours of Nunes WTP
 - Speakers/Presentations
 - Customer Service

In addition, staff uses past experiences and feedback from customers to help determine which outreach method will be most effective.